

Director's Report

October 7, 2013

- In mid-August through mid-September 2013, 97% of all Circulation transactions were completed via patron self-service, an increase of 4% over the previous one month period.
- The enrollment period for the Affordable Care Act began on October 1, 2013. California residents can apply at the Covered California website www.coveredca.com. Librarians at Sunnyvale Library are helping the public to locate information about the many different Covered California insurance options. The Covered California information is available in several languages. On Monday, October 21, a speaker from H & R Block will be talking about the Affordable Care Act and tax consequences. In December, the same talk will be given in Mandarin. In addition, Columbia Neighborhood Center will be offering a series of informational sessions for the next several months.
- The Cupertino-Sunnyvale Chapter of the League of Women Voters will give objective, non-partisan explanations of the local ballot measures at a free program at the Library on Tuesday, October 8 at 7 p.m.
- Since Sunnyvale Public Library's participation in the region's library/museum pass program, Discover & Go (D & G), began in July 2012 through September 30, 2013, 1412 Sunnyvale Library cardholders reserved free or discounted tickets for member museums and cultural institutions in the Bay area and 919 families or individuals used their reservations to explore Bay area museums and cultural venues. Among the 40 museums that are available to Sunnyvale Library cardholders through D & G, the Marine Mammal Center in Sausalito, the Tech Museum in San Jose, the San Jose Museum of Art and CuriOdyssey in San Mateo were the most visited. Within the last few months, the newly opened Exploratorium in San Francisco, the California Academy of Sciences in San Francisco, the Santa Cruz Museum of Art & History and the San Mateo County Historical Museum were added to D & G. Local Sunnyvale venues include the Lace Museum and the Sunnyvale Heritage Park Museum. The D & G site for Sunnyvale cardholders is available from the Library's website: www.sunnyvalelibrary.org or through discover.sunnyvalelibrary.org.
- The number of homebound Sunnyvale residents and facilities that benefit from deliveries of Library materials is at an all-time high of 70. Sunnyvale residents who are unable to travel to the Library because of age or physical disability are eligible to participate in this service. A team of 14 volunteers select library materials for homebound participants each month, based on each person's reading preferences. Volunteer selectors currently choose library materials in English, Chinese, Spanish, Farsi and Vietnamese for residents. There are two ambulatory customers who are over 100 years old and still reading. For many homebound residents, the Library selections and deliveries are an extension of a lifelong love of reading and books, and a lifeline to friendly, helpful people.
- The After School Center resumed after the summer during the week of September 9th. High school volunteers are available to read with a younger student or to help with homework on Mondays and Wednesdays,

from 4-6 p.m. in Children's Room. This program has been designed to give children age six through eighth grade an extra chance to improve reading and develop other skills with the help of knowledgeable and dedicated teens.

- During the week of September 9th, Children's/Teen Services began their weekly Fall storytimes for young children. Story sessions are usually from 20-30 minutes, depending on the group's attention span. Storytimes for children and families are scheduled as follows:

Mon. 11 a.m.	Little Ones - ages 0-24 months
Tues. 11 a.m.	Baby Lapsit 0-12 months
Tues. 11 a.m.	Stories for Ones -12-24 months
Wed. 11 a.m.	Terrific 2s and 3s
Wed. 7 p.m.	Night Owl- All ages
Thurs. 11 a.m.	Fantastic 4s and 5s
Sat. 11 a.m.	Family Storytime- All ages

Handouts:

"Libraries Seek Decades of Funding amid Digital Upheaval" by John Woolfolk, San Jose Mercury News, 9/25/13.

"Northside Library Suffers Another Blow" by Cynthia Cheng, The Santa Clara Weekly, Issue 39, September 2013.

Pizzarro: "Silicon Valley Reads 2014 Picks Examine Relationship between Books, Technology" by Sal Pizarro, San Jose Mercury News, 9/19/13.

"San Diego Celebrates Its Long-Awaited New Library" by Tony Perry, Los Angeles Times, 9/28/13.

"San Jose's Martin Luther King Jr. Public Library Celebrates Its 10th Anniversary" by Carol Rosen, San Jose Mercury News, 9/4/13.

"Sunnyvale Shorts: Library Presentation Focuses on Infrared Cameras", Sunnyvale Sun, 9/4/13.

"Three Memoirs that Prove Libraries and Books Save Lives" by Hector Tobar, Los Angeles Times, 10/1/13.

"You've Got to Read What You Want to Read" by Ryan Miller, New Times San Luis Obispo, 9/19/13.